

Approach for The Residential Development of healthy and sanitary Meets the Needs of a New Generation of Consumers whose Lifestyles Rely on Digital Technology in Bangkok Metropolis

Parinya Thaninthirakun¹ Tawee Jamjumrus² Praiporn Saengchan³ Akramanee Somjai⁴ and Duangkamon Chantararatmanee⁵

¹⁻⁵Doctor of Philosophy Program in Development Administration, Suan Sunandha Rajabhat University, Thailand

Received: 01/09/2025

Revised: 03/10/2025

Accepted: 19/11/2025

Published: 28/11/2025

ABSTRACT

New era consumer group Born under the evolution of the digital technology system The internet and wireless networks (Gen Z) are a modern demographic group, both in their lifestyles and various ideas, and importantly, they are a segment of the population that is about to enter the market for purchasing residential real estate. The objectives of this research are to 1) study the behavior of the new generation. Consumer attitude Criteria for deciding on Residential and Residential development to meet the needs of modern consumers who use digital technology. 2) Study the causal factors of the Residential market situation. Behavior of the new generation Consumer attitude and criteria for deciding on Residential that influences Residential development to meet the needs of modern consumers who use digital technology and 3) Propose Residential development guidelines to meet the needs of modern consumers who use digital technology. in Bangkok This research is a combination of quantitative and qualitative research. Qu

Keyword: Residential development/ Modern consumer group/ Using digital technology/ Bangkok Development of healthy and sanitary.

INTRODUCTION:

Residential is important and necessary for human life. It is a place for living, relaxing, and doing various activities in a private environment. In addition, Residential can reflect the social status and tastes of the residents as well. As a result, the current real estate market. Especially in Bangkok and surrounding areas. There are still new Residential projects being added all the time as demand continues to arise. Whether it is a single house on the outskirts of the city or condominiums in the city center, etc. From data on residences in Bangkok and surrounding areas, more than 80 percent are projects developed by large entrepreneurs listed on the stock exchange. and affiliated companies Because they have the ability to manage costs better than small-medium entrepreneurs. For example, there is a continuous accumulation of land purchases, resulting in more land waiting for development (land bank) on hand and lower project development costs. Moreover, land can be developed in many projects simultaneously. Causes economies of scale (economies of scales) In addition, they have experience in running a business which makes them trustworthy. It was also found that since 2008, new residences in Bangkok and surrounding areas, high-rise projects or condominiums, have returned to a higher proportion than low-rise projects. Types of detached houses and townhouses. This is a result of the price of land in potential locations continuing to increase and there is little available space. and the expansion of the electric train routes, both MRT and BTS, in Bangkok and surrounding areas, which have developed and have more extensions. This causes the development of

residential areas along the electric train route. The above factors This makes high-rise projects more popular. After 2009, condominium projects dominated the market, accounting for almost the entire average proportion of the number of new residences (Patchara Klinchuanchuen, 2020).

From the survey report on consumer opinions towards the Residential market in Thailand. There has been a detailed analysis of the information that most consumers consider when deciding to buy, sell or rent real estate. It was found that the top 3 most frequently searched for were information about prices. financial information and information about the location Secondly, consumers will search about types of Residential, study projects, various taxes and duties, government assistance measures. legal documents and procedures regarding project developers, respectively. And when specifying each age group, it was found that people in each age group looked at important factors in choosing Residential differently: 1) The new generation, aged 22-29 years, numbering 23 percent, viewed that the design and style of Construction that fits with lifestyle is a more important factor than other age groups. 2) Near retirement age group, 50-59 years old, 42 percent. Consider that the safety of the location is a more important factor than other age groups. 3) Elderly people aged 60-69 years, 45 percent, think that public transportation and facilities is a more important factor than other age groups and 4) Millennials or Generation Y (Gen Y) And in the working age group aged 30-39 years, more than 30 percent are more concerned about interest rates than other age

groups. This is because most of these people are first-time home buyers. (DD Property, 2019)

Consumer attitudes for information on purchasing a first home Buyers want a home close to their workplace at 65 percent, followed by those wanting to expand and first-time home owners at 55 percent and 50 percent, respectively. In addition, 21 percent of first-time homebuyers were the group that chose to live near their family the most compared to other groups. If specific to each age group, it was found that 72 percent of people close to retirement age 50-59 years old and 65 percent of elderly people aged 60-69 years want Residential close to public transportation. and a location near a hospital Meanwhile, the new generation, aged 22-29 years, want a place to live near their workplace, 59 percent, and also use other factors in choosing a place to live that are higher than other age groups, including location near restaurants. Close to family and close to exercise places, respectively (DD Property, 2019)

As for the behavior of the new generation in the 5.0 era that requires speed with technology, including people born since 1997 and above, it is considered Generation Z (Generation Z), a group that There is a need to be yourself in the form you want. (individualized) Currently, this generation is still young or about to graduate. The difference between this generation and Generation Y is that this generation has a desire to be connected to the digital world at all times. Even though this group of people is still unable to fully support themselves, Still have to depend on money from family. But it is a group that always wants different things and wants more. In a life that has its own specifics If you want any information, you must find it quickly on the internet. Including from social networks, online social networks (social networks) and in the future this generation will enter the home buying market. Therefore, the Residential market must prepare. In response to this new generation who have all kinds of opinions in making choices, parents will not have much influence in deciding to purchase a home. This generation will be hesitant and unwilling to start life. The family therefore does not want to buy a large house. The important thing is Those residences must have amenities. Connect complete systems, especially wireless systems. Internet and social media These new generations It will not even change the way of living. But it is a group that will demand and have clear and straightforward opinions about the form and use (Samma Kitsin, 2023) from the aforementioned problem The researcher is therefore interested in studying Residential development guidelines to meet the needs of modern consumers who use digital technology. in Bangkok.

Objectives of the research

1. To study the level of the Residential market situation. Behavior of the new generation Consumer attitude Criteria for deciding on The Residential Development of

healthy and sanitary to meet the needs of modern consumers who use digital technology.

2. To study the causal factors of the Residential market situation. Behavior of the new generation Consumer attitude and criteria for deciding on Residential That influences Residential development to meet the needs of modern consumers who use digital technology.

3 . To propose guidelines for The Residential Development of healthy and sanitary to meet the needs of modern consumers who use digital technology. in Bangkok.

Research Methodology

The researcher used a combination of quantitative research. and qualitative research Focusing on education Review the literature on Residential development guidelines to meet the needs of modern consumers who use digital technology. in Bangkok. Quantitative research The sample group used in the research included citizens residing in Bangkok, a total of 50 districts, divided into 6 groups, aged between 18 -25 years, totaling 542,738 people (Department of Provincial Administration, 2022). and sample group By means of sampling to obtain an appropriate number, which follows the technique of using statistical analysis, structural equation model (SEM), the researcher determines the sample size in the research to be not less than 20 times the observed variables (Hair, et al, 2010) This research has variables 18, therefore, this research Therefore, the sample size was not less than 360 in order to be consistent with the analysis techniques and the accuracy of the data. Data collection used probability theory and stratified random sampling method. It is calculated proportionally according to the percentage of the sample. The research tool was a 5-level estimation questionnaire. The quality of the tool was checked by finding the IOC value. It was found that the entire version of the IOC value was equal to .97 and the confidence value for the entire version was equal to .975. Data analysis By using descriptive statistics. and analyze structural equation models. Qualitative research Key informants include those involved in Residential development to meet the needs of modern consumers who use digital technology. in Bangkok with experts from relevant private agencies By selecting purposive sampling, a total of 16 cases were selected. Verifying the accuracy and reliability of data obtained from in-depth interviews. The researcher used triangulation of data, that is, considered consistency. and differences in information from time sources, place sources, and person sources.

From the research objectives The researcher has studied related concepts, theories, and research and taken them into consideration in creating a structural model of the relationship between variables, namely the Residential market situation. Behavior of the new generation Consumer attitude Criteria for deciding on Residential. and Residential development to meet the needs of

modern consumers who use digital technology. and analyze the data of the respondents. Using descriptive statistics to analyze frequency, percentage, mean, and standard deviation. Coefficient of variation and use inferential statistics in structural equation modeling analysis To test the relationship between latent variables and observed variables. and the relationship between independent variables and dependent variables.

Findings

Research on Guidelines The Residential Development of healthy and sanitary to meet the needs of modern consumers who use digital technology in Bangkok The research results can be summarized according to the research objectives as follows.

Research objective number 1 is to study the level of the Residential market situation. Behavior of the new generation Consumer attitude Criteria for deciding on Residential and Residential development to meet the needs of modern consumers who use digital technology.

1. Residential market situation

The Residential market situation has an overall average score at a high level.) $\bar{X} = 4.15$, S.D. = 0.61) In terms of support measures from the government sector has the highest average score) $\bar{X} = 4.22$, S.D. = 0.77) Next is the economic aspect with an average score.) $\bar{X} = 4.21$, S.D. = 0.76) and type of residence Has the lowest average score) $\bar{X} = 4.20$, S.D. = 0.75) respectively

2. Behavior of the new generation

Behavior of the new generation The overall average score is at a high level.) $\bar{X} = 4.18$, S.D. = 0.65) By way of life has the highest average score) $\bar{X} = 4.14$, S.D. = 0.78) Secondary is coordination of information networks with external agencies. has an average score) $\bar{X} = 4.10$, S.D. = 0.77) In terms of values, there was an average score.) $\bar{X} = 4.09$, S.D. = 0.81) and personality has an average score) $\bar{X} = 4.08$, S.D. = 0.81) respectively

3. Consumer attitude

Consumer attitude The overall average score is at a high level.) $\bar{X} = 3.94$, S.D. = 0.72) Loyalty has the highest average score.) $\bar{X} = 3.95$, S.D. = 0.79) Followed by trust, the average score) $\bar{X} = 3.94$, S.D. = 0.81) brand awareness Average score value) $\bar{X} = 3.93$, S.D. = 0.81) and satisfaction Has the lowest average score) $\bar{X} = 3.92$, S.D. = 0.80) Respectively

Criteria for deciding on Residential

Criteria for deciding on Residential The overall average score is at a high level.) $\bar{X} = 4.06$, S.D. = 0.80) By the living environment has the highest average score) $\bar{X} = 4.08$, S.D. = 0.86) Next is design, which has an average score.) $\bar{X} = 4.07$, S.D. = 0.89) Size of the dwelling has an average score) $\bar{X} = 4.05$, S.D. = 0.91) Location has an average rating.) $\bar{X} = 4.04$, S.D. = 0.89) and facilities Has the lowest average score) $\bar{X} = 4.02$, S.D. = 0.88) respectively

residential business development residential business development The overall average score is at a high level.) $\bar{X} = 4.14$, S.D. = 0.89) By developing physical characteristics has the highest average score) $\bar{X} = 4.16$, S.D. = 0.84) Next is the form of promotion. has an average score) $\bar{X} = 4.14$ S.D. = 0.85) and marketing development has an average score) $\bar{X} = 4.11$ S.D. = 0.89) respectively

Research objective number 2 To study the causal factors of the Residential market situation. Behavior of the new generation Consumer attitude and criteria for deciding on Residential That influences Residential development to meet the needs of modern consumers who use digital technology. Can be explained as shown in the picture and table as follows.

RESULTS OF ANALYSIS OF THE STRUCTURAL MODEL THAT IS AN ALTERNATIVE MODEL.

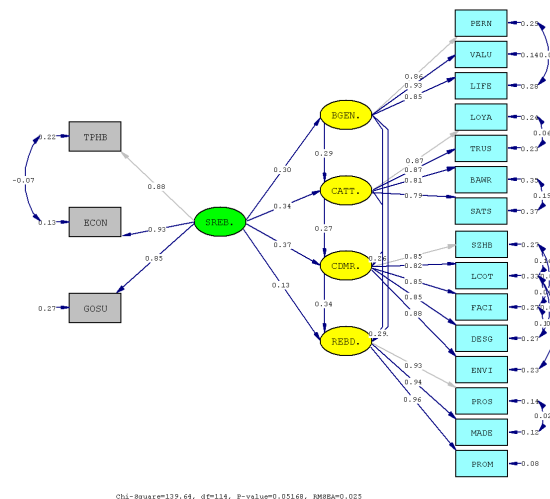


Figure 1 Alternative relationship structure models (Estimates)

From Figure 1, the results of the analysis of the choice-based model reveal that the external latent variables, namely the Residential market situation (SREB), directly affect the behavior of the new generation (BGEN), consumer attitudes (CATT), and criteria for deciding on a place to live. Residential (CDMR) and Residential Business Development (REBD) values are 0.30, 0.34, 0.37 and 0.13, respectively. As for the behavior of the new generation (BGEN), it directly affects consumer attitudes (CATT), Residential selection decision criteria (CDMR), and Residential business development (REBD) with values equal to 0.29, 0.26, and 0.21, respectively. As for consumer attitude (CATT), it has a direct effect on the Residential selection decision criteria (CDMR) and Residential business development (REBD) equal to 0.27 and 0.29, respectively, and the Residential selection decision criteria (CDMR) sends The direct effect on residential business development (REBD) is equal to 0.34.

Total relationship analysis results direct relationship and indirect relationships of alternative models as shown in Table 1.

Table 1

Dependent variable	Sense Relationships	Independent variable				
		SREB	BGEN	CATT	CDMR	REBD
BGEN	DE	0.27**	N/A	N/A	N/A	N/A
	IE	N/A	N/A	N/A	N/A	N/A
	TE	0.27**	N/A	N/A	N/A	N/A
CATT	DE	0.36**	0.34**	N/A	N/A	N/A
	IE	0.09**	N/A	N/A	N/A	N/A
	TE	0.45**	0.34**	N/A	N/A	N/A
CDMR	DE	0.43**	0.34**	0.30**	N/A	N/A
	IE	0.23**	0.10**	N/A	N/A	N/A
	TE	0.66**	0.44**	0.30**	N/A	N/A
REBD	DE	0.16**	0.30**	0.35**	0.37**	N/A
	IE	0.48**	0.28**	0.11**	N/A	N/A
	TE	0.64**	0.58**	0.46**	0.37**	N/A
Chi-square (χ^2) = 139.28, df = 114, p = 0.054, χ^2 / df = 1.22, CFI = 1.00, GFI = 0.96, AGFI = 0.94, RMSEA = 0.025, RMR = 0.014, SRMR = 0.021, CN = 392.89						
R2 for Endogenous Variable						
	PERN	VALU	LIFE	LOYA	TRUS	BAWR
	0.75	0.86	0.72	0.76	0.77	0.65
R2 for Endogenous Variable						
	SATS	SZHB	LCOT	FACI	DESG	ENVI
	0.63	0.73	0.67	0.73	0.73	0.77
R2 for Endogenous Variable						
	PROS	MADE	PROM			
	0.86	0.88	0.92			
R2 for Exogenous Variable						
	TPHB	ECON	GOSU			
	0.78	0.87	0.73			
R2 for Structural Equations						

	BGEN	CATT	CDMR	REBD	
	0.09	0.26	0.48	0.56	
Correlation matrix between latent variables					
	SREB	BGEN	CATT	CDMR	REBD
SREB	1.00				
BGEN	0.39	1.00			
CATT	0.48	0.53	1.00		
CDMR	0.52	0.60	0.66	1.00	
REBD	0.30	0.43	0.56	0.50	1.00

Note: The r statistic is between ± 0.81 ถึง ± 1.00 means there is a very high level of relationship, r is between ± 0.61 to ± 0.80 means there is a high degree of relationship, r is between ± 0.41 to ± 0.60 means there is a moderate relationship, r is between ± 0.21 to ± 0.40 means there is a low level of relationship and r is between ± 0.00 to ± 0.20 It means there is a very low level of relationship.

* means statistical significance at the level 0.05 ($|t| > 1.96$), ** means statistical significance at the level 0.01 ($|t| > 2.56$)

From Table 1, it can be concluded that the Residential market situation (SREB) has the most direct influence on the Residential selection decision criteria (CDMR), equal to 0.43, followed by consumer attitude (CATT), behavior of the new generation. (BGEN) and residential business development (REBD) with statistical significance at the 0.01 level. The coefficients are equal to 0.36, 0.27 and 0.16, which is a positive influence. It can be said that when the Residential market situation (SREB) increases, it will The behavior of the new generation (BGEN), consumer attitudes (CATT), Residential selection decision criteria (CDMR), and Residential business development (REBD) have increased. Meanwhile If the Residential market situation (SREB) decreases, it will cause the behavior of the new generation (BGEN), consumer attitudes (CATT), Residential selection decision criteria (CDMR), and Residential business development (REBD) to decrease. too In addition, it was found that the Residential market situation (SREB) also has an indirect influence on consumer attitudes (CATT), Residential selection decision criteria (CDMR), and Residential business development (REBD). Om is equal to 0.09, 0.23, and 0.48, which is a positive influence, respectively.

The behavior of the new generation (BGEN) has the most direct influence on consumer attitudes (CATT), equal to 0.34, followed by criteria for deciding on Residential selection (CDMR) and Residential business development (REBD). Statistically significant at the 0.01 level. The coefficients are equal to 0.34 and 0.30, which is a positive influence. It can be said that when the behavior of the new generation (BGEN) increases, it will affect consumer attitudes (CATT), Residential selection decision criteria (CDMR), and business development. Residential (REBD) increases, at the same time, if any, the behavior of the new generation (BGEN) decreases It will cause consumer attitudes (CATT), Residential selection decision criteria (CDMR) and Residential business development (REBD) to decrease as well. In addition, it was found that The behavior of the new generation (BGEN) also has an indirect influence on the decision-making criteria for Residential selection (CDMR) and Residential business development (REBD), with indirect coefficients equal to 0.10 and 0.28, respectively.

Consumer attitude (CATT) has the most direct influence on Residential business development (REBD) at 0.35, followed by Residential selection decision criteria (CDMR) with statistical significance at the 0.01 level. The coefficient is equal to 0.30, which is a positive influence. It can be said that when consumer attitude (CATT) increases, it will Criteria for deciding on Residential selection (CDMR) and Residential business development (REBD) have been increased. Meanwhile If consumer attitudes (CATT) decrease, it will cause the criteria for deciding on Residential selection (CDMR) and Residential business development (REBD) to decrease as well. In addition, it was found that consumer attitudes (CATT) also Indirect influence on Residential business development (REBD) with an indirect coefficient equal to 0.11, which is a positive influence.

Residential selection decision criteria (CDMR) has a direct influence on Residential business development (REBD) with statistical significance at the 0.01 level, with a coefficient of 0.37, which is a positive influence. It can be said that when the Residential selection decision criteria (CDMR) increases, Residential business development (REBD) will increase at the same time. If the Residential selection decision criteria (CDMR) is reduced, it will cause the Residential business development (REBD) to decrease as well, respectively.

From the correlation between the internal latent variables and the external latent variables. There is a very high level of positive relationship (with an r statistic of 0.27-0.56), with pairs with low and high levels of relationship including:

The Residential market situation (SREB) and Residential selection criteria (CDMR) have a value of 0.66, followed by the Residential market situation (SREB) and Residential business development (REBD) with a value of 0.64. Residential market (SREB) and consumer attitude (CATT) have a value of 0.45. Behavior of the new generation (BGEN) and Residential business development (REBD) has a value of 0.27. Consumer attitude (CATT) and Residential business development (REBD) has a value of 0.46. Criteria for deciding on Residential selection (CDMR) with Residential business

development (REBD) and behavior of the new generation (BGEN) with Residential selection decision criteria (CDMR) has a value of 0.44. The Residential market situation (SREB) and the behavior of the new generation (BGEN) have a value of 0.27, the behavior of the new generation (BGEN) and the attitude of consumers (CATT) have a value of 0.34, and the attitude of consumers (CATT) and The Residential selection decision criteria (CDMR) has a value of 0.30, respectively.

It was found that the structural equation model of the behavior of the new generation Consumer attitude Criteria for deciding on Residential and residential business development is valuable R² equal to 0.09, 0.26, 0.48 and 0.56 respectively, showing that the relationship structure model that is the hypothesized model can explain the variation of Behavior of the new generation Consumer attitude Criteria for deciding on Residential and residential business development received 9, 26, 48, and 56 percent, respectively.

The results of the overall image analysis showed that the harmony measurement index values were more consistent with the empirical data. It meets the standard criteria showing good consistency of the model and empirical data.

In conclusion, it can be concluded that the factors that have the highest total influence on the development of the Residential business are the Residential market situation (with a value of 0.64), the behavior of the new generation (with a value of 0.58), and criteria for deciding on Residential (with a value of 0.46). and consumer attitudes (with a value of 0.37)

Table 2 Hypothesis testing results

Research hypothesis	Path coefficient	t statistics	Result
Assumption 1 The development of the residential business depends on the behavior of the new generation. Residential market situation Consumer attitude and criteria for deciding on Residential			
1.1 Residential market situation Directly affecting the development of the residential business.)SREB --> REBD(0.16**	2.51	Support
1.2 The behavior of the new generation has a direct impact on the development of the residential business.)BGEN --> REBD(0.30**	4.34	Support
1.3 Consumer attitudes have a direct impact on the development of the residential business.)CATT --> REBD(0.35**	5.31	Support
1.4 Criteria for deciding on Residential Directly affecting the development of the residential business.)CDMR --> REBD(0.37**	5.61	Support

Table 2

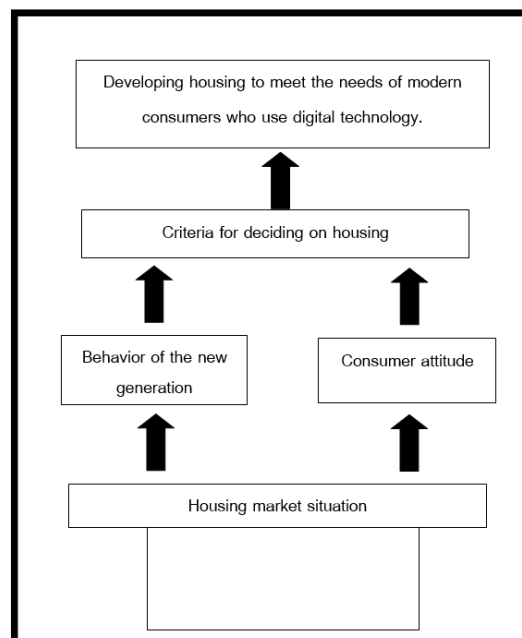
Research hypothesis	Path coefficient	t statistics	Result
Assumption 2 Criteria for deciding on Residential It depends on the Residential market situation. Behavior of the new generation and consumer attitudes			
2.1 Residential market situation It directly affects the criteria for deciding on Residential.)SREB --> CDMR(0.43**	6.59	Support
2.2 Behavior of the new generation It directly affects the criteria for deciding on Residential.)BGEN --> CDMR(0.34**	5.11	Support
2.3 Consumer attitudes have a direct impact. Continuing the criteria for deciding on Residential)CATT --> CDMR(0.30**	4.71	Support
Assumption 3 Consumer attitudes depend on the Residential market situation and the behavior of the new generation.			

3.1 The Residential market situation directly affects consumer attitudes.)SREB --> CATT(0.36**	5.92	Support
3.2 Behavior of the new generation It directly affects the attitude of consumers.)BGEN --> CATT(0.34**	5.14	Support
Assumption 4 The behavior of the new generation depends on the Residential market situation.			
4.1 The Residential market situation directly affects the behavior of the new generation.)SREB --> BGEN(0.27**	5.10	Support

Note ** means $p \text{ value} \leq 0.01$, * means $p \text{ value} \leq 0.05$

Research objective 3 Guidelines for Residential development to meet the needs of modern consumers who use digital technology in Bangkok

From the findings of the quantitative research and qualitative research above. To answer objective number 3, the researcher has presented guidelines for the development of the residential business of the Bangkok Health Department. It must be given great importance. It must be given great importance. "Residential market situation" That is, the type of Residential, the economy, and government support measures. will change according to consumer needs Should be given importance to "Behavior of the new generation" that must take into account personality, values, and way of life. Including the need to pay attention to the attitude of consumers. This can be determined by loyalty, trust, brand awareness. and satisfaction and must be given importance to Criteria for deciding on Residential By taking into account the size of the residence, location, amenities, design, and living environment. which will lead to the explanation of such pattern as "Guidelines for Residential development to meet the needs of modern consumers who use digital technology" for a model of Residential development guidelines to meet the needs of modern consumers who use digital technology. It looks like the picture chart Consists of the Residential market situation that has the most influence It is the bottom pushing base. Behavior of the new generation and consumer attitudes are in the middle. and the criteria for deciding on Residential are also at the upper level. However, the determination of the chart image is from direct influence. and indirect influence and the combined influence of All hidden variables influence and affect each other.



Picture 2: Model of Residential development guidelines to meet the needs of modern consumers who use digital technology.

Discussion

Results of structural equation model testing, model relationship analysis Choice of direct influence and indirect influence

Culture in the organization (CITO) has the most direct influence on the work environment (WORE), equal to 54, followed by happiness at work (HAPP), work motivation (WORM), and engagement of public health personnel. who work in the Medical Department

(EMPH) with statistical significance at the 0.01 level. The coefficients are equal to 0.39, 0.29, and 0.25, which is a positive influence. It can be said that when culture in the organization (CITO) increases, it will increase happiness at work (HAPP), work motivation (WORM), and engagement of medical personnel. Public health workers working in the Medical Department (EMPH) increased at the same time. If there is a decrease in culture in the organization (CITO). It will cause happiness at work (HAPP), work motivation (WORM) and engagement of public health personnel working in the Medical Department (EMPH) to decrease as well. In addition, it was found that Culture in the organization (CITO) also has an indirect influence on work motivation (WORM), happiness at work (HAPP), and engagement of public health personnel working in the Department of Medical Services (EMPH), with an indirect coefficient. equal to 0.39, 0.42, and 0.54, respectively.

The work environment (WORE) has the most direct influence on work motivation (WORM), equal to 0.72, followed by happiness at work (HAPP) and engagement of public health personnel working in the Medical Department. (EMPH) is statistically significant at the 0.01 level. The coefficients are equal to 0.48 and 0.37, which is a positive influence. It can be said that when the working environment (WORE) increases, it will increase work motivation (WORM), happiness at work (HAPP), and employee engagement. Public health workers working in the Department of Medical Services (EMPH) have increased. At the same time, if there is a decrease in the working environment (WORE), it will reduce work motivation (WORM), work happiness (HAPP), and engagement of public health personnel working in the Medical Department (EMPH). down as well. In addition, it was found that work environment (WORE) also has an indirect influence on happiness at work (HAPP) and engagement of public health personnel working in the Department of Medical Services (EMPH), with an indirect coefficient equal to 0.17 and 0.30, which are positive influences, respectively. Work motivation (WORM) has a direct influence on Happiness at work (HAPP) was the highest at 0.23, followed by engagement of public health personnel working in the Medical Department (EMPH) with statistical significance at the 0.01 level. The coefficient is equal to 0.15, which is a positive influence. It can be said that when work motivation (WORM) increases, it will Happiness at work (HAPP) and engagement of public health personnel working in the Department of Medical Services (EMPH) increased at the same time. If there is a decrease in work motivation (WORM), it will cause happiness at work (HAPP) and engagement of public health personnel working in the Medical Department (EMPH) to decrease as well. In addition, it was found that work motivation (WORM) also has an indirect influence on Engagement of public health personnel working in the Department of Medical Services (EMPH) with an indirect coefficient equal to 0.22, which is a positive influence, respectively.

Happiness at work (HAPP) has a direct influence on The engagement of public health personnel working in the Department of Medical Services (EMPH) is statistically significant at the 0.01 level with a coefficient of 0.29, which is a positive influence. It can be said that when happiness at work (HAPP) increases, it will increase the engagement of public health personnel working in the Department of Medical Services (EMPH). If happiness at work (HAPP) decreases This will cause the engagement of public health personnel working in the Medical Department (EMPH) to decrease as well, respectively.

Suggestion

This research The researcher has suggestions on issues related to Residential development guidelines to meet the needs of modern consumers who use digital technology. in Bangkok To build on this research. The following are

1. There should be research on other variables related to Residential development guidelines to meet the needs of modern consumers who use digital technology. in Bangkok to compare the importance and to achieve even more coverage.
2. There should be a study to evaluate and follow up on Residential development approaches to meet the needs of modern consumers who use digital technology. in Bangkok.

Reference

1. Ahmad B., Adlan R., Siti H. and Ismail, S. (2021) Success factors of marketing strategy in real estate business. *ASEAN Entrepreneurship Journal (AEJ)*, 7 (1). pp. 20-26.
2. Bunchom Srisa-at. (2011). Preliminary research. (9th printing). Bangkok : Suviriyasan Company Limited.
3. Chen, J., & Yao, Y. (2023). The Rise of Fintech and Its Impact on Real Estate Investment. *Journal of Real Estate Finance and Economics*, 67(1), 1-22.
4. Department of Provincial Administration. (2022). Population and house statistics report. Registration Administration Office, Department of Provincial Administration, Ministry of Interior.
5. Doney, P. M., & Cannon, J. P. (2020). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2), 35-51.
6. Grace, D. (2008). Internal Branding: Exploring the Employee's Perspective. *Journal of Brand Management*, 15(2), 358-372.
7. Ismagilova, E., Slade, E., Rana, N.P. & Dwivedi, Y.K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services*, 53(2).
8. Kanlaya Wanichbancha. (2014). Structural equation analysis (SEM) with AMOS. Bangkok: Samlada Partnership Limited.
9. Kazimierz, W., Nguyen, H.T, Mai, T. H. D. & Dao, T.M. (2022). Business strategy of Vietnamese real

- estate developers: the use of CPM matrix for analysis. *International Journal of Multidisciplinary Research and Growth Evaluation*, 3(1),205-209.
10. Kim, S. J., Li, X., & Kim, H. G. (2020). Developing and validating a measurement scale for consumer attitudes toward mobile shopping apps. *Journal of Retailing and Consumer Services*, 54(1), 102-142.
11. Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*. Pearson.
12. Lee, H., Lee, H., & Yoon, C. (2022). The influence of personal values on consumer attitudes toward products and services. *Psychology & Marketing*, 39(1), 142-157.
13. Li, X., Wang, J., & Zhang, Y. (2023). The Impact of COVID-19 on the Real Estate Industry. *Journal of Real Estate Research*, 45(3), 365-389.
14. McEwen, H., & Babić Rosario, A. (2020). Generational cohorts and the emergence of new consumer behavior: A systematic literature review. *Journal of Business Research*, 116(2), 609-617.
15. Nguyen, T. T. M., Phung, T. M. M., & Nguyen, T. M. T. (2021). The influence of environmental concerns and sustainability practices on consumer attitudes toward eco-friendly products. *Journal of Consumer Marketing*, 38(5), 630-641.
16. Ogunbiyi, J. O., & Oladokun, T. T. (2022). Key performance indicators in real estate professional business in Lagos, Nigeria. *Journal of General Management*, 58(5).
17. O'Neill, R. (2021). The Impact of the Digital Revolution on Consumer Behavior: A Study of Millennials. *Journal of Consumer Marketing*, 38(3), 312-327.
18. Panchang Pongpadroka, Santi Charoenphonpattana and Suthi Phasiphon. (2022). Factors affecting the success of medium-sized residential real estate developers in areas outside major cities. Year 27, 27th National Civil Engineering Conference. 24-26 August 2022, Chiang Rai.
19. Rahman, M. M., Sultana, A., & Ali, A. (2021). Impact of cultural values on consumer attitudes toward luxury brands. *Journal of Business Research*, 135(52), 245-255.
20. Rattikarn Sowapas, Anan Thamchalai and Chaiwut Janma. (2023). Organizational development strategy towards excellence of the real estate development group. Residential type. *MCU Journal Buddhapanya Review*, 8(2), 122-139.
21. Shaw, J. (2020). Platform Real Estate: theory and practice of new urban real estate markets, *Urban Geography*, 41:8, 1037-1064, DOI: 10.1 080/ 0272 363 8.201 8.1524 653
22. Singh, S., & Kaur, P. (2022). Big Data in Real Estate Marketing: A Comprehensive Review of Current Trends and Future Opportunities. *Journal of Business Research*, 146, 137-149.
23. Suchart Prasitratsin. (2012). *Social science research methods*. Bangkok: Chulalongkorn University Press.
24. Twenge, J. M., & Campbell, S. M. (2020). Associations between screen time and lower psychological well-being among children and adolescents: Evidence from a population-based study. *Preventive Medicine Reports*, 12, 271-283.
25. Vitell, S. J., Paolillo, J. G. P., & Singhapakdi, A. (2020). Consumer ethics: A cross-cultural study of the ethical beliefs of Turkish and American consumers. *Journal of Business Ethics*, 15(4), 483-495.
26. Wong, N. Y., & Ahuvia, A. C. (2020). Personal taste and family face: Luxury consumption in Confucian societies. *Journal of International Marketing*, 28(3), 45-66.